

**MINUTES OF THE  
BOARD OF BUSINESS AND ECONOMIC DEVELOPMENT  
December 19, 2003 Meeting**

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**Members Present:** David Simmons, Ed Ekstrom, Debra Tanzi, Joel Bradford, Jerry Oldroyd, Bill Boyle, Barbara Zimonja, Karen Alvey, Mark Howell, and Cliff White

**Members Absent:** Dell Loy Hansen, Richard Nelson, Ted Smith and Kenneth Woolley

**Visitors:** Governor Olene Walker, Troy Gardner, EDCU

**Staff:** David Harmer, Jeff Gochnour, Rod Linton, Ron Richins, Marian Hein, Cathy Rawstorne, Mary Ann Flinders, Dick Bradford, Michael Keene, Ed Meyer, Tracie Cayford, Tamee Roberts, Stan Nance, Mark Renda, Dave Douglass, Tina Lewis, Aaron Syrett, Emily Sang

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**Welcome and Approval of Minutes**

Chairman Simmons welcomed everyone to the meeting and called for a motion on the minutes.

**MOTION:** Mark Howell moved and Karen Alvey seconded a motion to approve the November 21, 2003 minutes as submitted. Motion carried.

**Committee Reports**

Incentives Committee: Barbara Zimonja announced that WL Plastics, a company approved for a rural incentive loan in the November Board meeting, is holding its ground-breaking ceremony today in Cedar City.

Business Development Committee: Debra Tanzi reported that the Business Development Committee held an initial meeting and is in the process of coming up with some goals and objectives.

Best Practices Committee: Ed Ekstrom reported that the Best Practices Committee meeting focused on accountability issues and creating a matrix for the accountability process. The Committee also addressed developing a process in concert with UTIC and others to identify things that are measurable and developing a report card over the next 12 months.

**Division Report**

Jeff –Gochnour gave the following update on DBED Program activities:

**National Business Development**

- National conducted four site visits since the last Board meeting.
- The RFP for a new Advertising Agency went out earlier this month and nine companies responded with proposals. The review panel narrowed the proposals down to five, and those five have been invited to make an oral presentation on Monday. The new agency should be in place by January.

**Science & Technology**

- All of the DBED Program Directors made presentations at the tech@breakfast meeting in Provo last week. A lot of good feedback was received from the attendees and we plan to “showcase” DBED at other meetings around the state.
- Governor Walker spoke at the Salt Lake tech@breakfast meeting earlier today, along with representatives from SLCC, DWS, UCAT, and the U of U talking about education and engineering initiatives and Custom Fit Training.

**Utah Film Commission**

- The Film Commission hosted its quarterly industry lunch last week and had almost 240 people in attendance. The winners of their ad campaign were recognized at the luncheon.
- For the first time ever, a film shot entirely in Utah, Edge of America, will be premiered at the opening of the Sundance Film Festival on January 16, 2004.

- Leigh von der Esch is continuing to work on the incentive front with Rep. Sheryl Allen. We may not have the momentum to get some actual legislation in the boxcar but one of the things that she is pushing for is formalizing a task force to analyze incentives for the film industry.

### **International Business Development**

- Tina Lewis met with the Governor's office on the proposed trade mission dates and expects to have the dates finalized soon.
- Representatives from the Czech Republic, Poland, Hungary and the United Kingdom were here for the "Doing Business in Central Europe" seminar.
- International held a seminar with the Export Import Bank of the United States and the SBA on the financial aspects of doing international business.
- The Princess of Ghana visited Utah this month and International hosted a reception for her in conjunction with Congressman Matheson's office.
- The India Ambassador also visited Utah in December.
- Four Utah companies secured deals in Asia this month.
- International staff held 113 business consultations during the past month.

### **BEAR**

- Governor Walker included \$250,000 in her budget to continue the Utah Smart Sites Program which was very encouraging for us.
- Steton Technologies, a smart site in St. George, was named the 14<sup>th</sup> fastest growing company in Utah and they will be participating at our tech at breakfast function in St. George in January.

### **Film Commission Presentation**

Aaron Syrett reported that the Utah Film Commission was given 66, 30-second commercial spots to run during the Sundance Film Festival. Since the Film Commission has no budget for commercial development, they came up with the idea to hold a contest with the local film industry to creation of a single commercial or a campaign for the spots. The Film Commission sent out press releases and contacted every university and high school & college in the state inviting them to submit an entry. The rules stipulated that the ads had to have the Utah Film Commission logo and had to feature the advantages of filming in Utah. Out of 168 applications, 48 commercials were received. A group of judges reviewed the commercials and selected a campaign of four commercials as well as four single commercials as prize winners. The judging panel estimated that the Film Commission received about \$250,000 in value for the \$12,000 handed out in awards. Mr. Syrett showed the winning entries to the Board upon arrival of Governor Olene Walker to the meeting.

The Board commended Aaron Syrett for his tremendous efforts in designing and executing the contest.

### **January 16, 2004 Agenda Items**

- Consent Calendar Items
- Committee Reports

### **Other Business**

Chairman Simmons suggested holding the DBED Board meetings at a location other than Salt Lake on a quarterly basis. It was decided that two meetings would be held along the Wasatch Front and two in more rural locations with the remaining eight held at this Salt Lake location.